

Agency

Product

Schedule Dates Contract #

Advertiser

1831 Chestnut Street Philadelphia, PA 19103 Shorr & Associates

Comments **Billing Type**

BOB CASEY :30 WK 10/30
**** THIS IS A CASH IN ADVANCE SCHEDULE *****,.

Account Types

National/Political

Sales Tax

\$70,040.00

Standard

POL/R CASEY/D/SEN/PA (134170) Political - Federal Candidate (1067) Pol/R Casey/D/US Senate (16759) 10/30/12-11/06/12 D'ETTORRE, MICHAEL Teierep/Washington DC Telerep/Washington DC, Washington DC (1040) Shorr & Associates (2909) 339148 Net Total

Sales Office Salesperson Brand

Phone/Fax **Buyer Name**

Package Deal Order Type CO-OP Commission Commission % Demo Headline # **Entered By** Last Modified Date Entered 10/31/12 10/29/12 Deb O'Keefe \$12,360.00 15.00 ĕ Normal

> G G Nov By Broadcast Month Pittsburgh (WPXI) Rate

		ind Total:	v. 2012
		63	
		\$82,400.00	\$82,400.00

Accepted-		10.0	9.0	8.0	7.0.2	7.0.1	7.0	6.0	5.0	4.0	3.0	2.0	1.0	Line
Accepted-Agency/Advertiser:		10.0 Normal Line / Spot	9.0 Normal Line / Spot	8.0 Normal Line / Spot	7.0.2 Closed Preempt	7.0.1 Closed Preempt	7.0 Normal Line / Spot	6.0 Normal Line / Spot	5.0 Normal Line / Spot	4.0 Normal Line / Spot	3.0 Normal Line / Spot	2.0 Normal Line / Spot	1.0 Normal Line / Spot	Line Type / Break Type (Ref #)
		10/30/12-11/02/12	10/30/12-11/02/12	11/05/12-11/05/12	11/01/12	10/30/12	10/30/12-11/02/12	11/05/12-11/06/12	10/30/12-11/02/12	11/05/12-11/06/12	10/30/12-11/02/12	11/05/12-11/06/12	10/30/12-11/02/12	Dates
0		ω	ω	w			ω	ω	w	w	w	ω	w	Sec
Date: Accepted-Station:	CON	:30 5:58P- Channel 11 News At 6pm M-F	:30 SP- 5:30P (EST)	:30 4P- Judge Judy 4p			:30 4P- Judge Judy 4p	:30 5:59A- Channel 11 News	:30 S:S9A- Channel 11 News 6am	:30 8A- 9A (EST)	:30 8A- 9A (EST)	:30 7A- 8A (EST)	:30 7A- 8A (EST)	Length Run Times
station:	CONFIRMATION CONTRA		1	1				1 1		2 2	2	2 2	2	SPW Mo T
	TION	1 1	1	122			1 1 1 1		1 1 1		2 2		2 2	Tu We Th
	CON	<u>-</u>	1				1		-		2		2	1 Fr Sa
	ITRA													Su Spc
Date:	CT	4 \$1	4 \$1				2	2 \$1	4 \$1	4	8	4	8	pots Rate
		\$1,300.00	\$1,100.00	\$550.00			\$550.00	\$1,100.00	\$1,100.00	\$800.00	\$800.00	\$850.00	\$850.00	ন
Comments:		\$5,200.00	\$4,400.00	\$550.00			\$1,100.00	\$2,200.00	\$4,400.00	\$3,200.00	\$6,400.00	\$3,400.00	\$6,800.00	Total
		\$5,200.00 Pittsburgh (WPXI)	\$4,400.00 Pittsburgh (WPXI)	\$550.00 Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	\$1,100.00 Pittsburgh (WPXI)	\$2,200.00 Pittsburgh (WPXI)	\$4,400.00 Pittsburgh (WPXI)	\$3,200.00 Pittsburgh (WPXI)	\$6,400.00 Pittsburgh (WPXI)	\$3,400.00 Pittsburgh (WPXI)	\$6,800.00 Pittsburgh (WPXI)	Station
		6PM NEWS	5-530P NEWS	4P JUDGE JUDY	Political/Exception -	Program Change/Exception	4P JUDGE JUDY	6AM NEWS	6AM NEWS	TODAY SHOW 8A-9A/	TODAY SHOW 8A-9A/	TODAY SHOW 7-8A/1	TODAY SHOW 7-8A/1	Comments
		10/29/12	10/29/12	10/29/12			10/29/12	10/29/12	10/29/12	10/29/12	10/29/12	10/29/12	10/29/12	Entered

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Printed At: 11:53 AM on Thursday, November 1 2012



Brand Product

Salesperson

Agency

Advertiser

Contract #

1831 Chestnut Street Philadelphia, PA 19103 Shorr & Associates

> Phone/Fax **Buyer Name** Sales Office

Comments **Billing Type Account Types**

> Standard National/Political

> > Sales Tax Net Total

> > > \$70,040.00

BOB CASEY :30 WK 10/30
**** THIS IS A CASH IN ADVANCE SCHEDULE *****, .

Shorr & Associates (2909) D'ETTORRE, MICHAEL Telerep/Washington DC, Washington DC (1040) POL/R CASEY/D/SEN/PA (134170) Political - Federal Candidate (1067) Pol/R Casey/D/US Senate (16759) 339148 Telerep/Washington DC 10/30/12-11/06/12 Order Type Demo CO-OP **Entered By** Last Modified Commission Commission % Package Dea Headline # Date Entered 10/31/12 Deb O'Keefe 10/29/12 15.00 ě \$12,360.00 Normai

> ద్ద **Rate** \$82,400.00

ଜୁ Nov. 2012 Pittsburgh (WPXI)
By Broadcast Month

	and Total:	
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	\$82,400.00	00.00F,20¢

Accepted-		19.0	18.01	17.0 N	16.1	. 16.0	15.0	14.01	13.01	12.0.20	12.0.1	12.0	11.0	Line
Accepted-Agency/Advertiser:		19.0 Normal Line / Spot	18.0 Normal Line / Spot	17.0 Normal Line / Spot	16.1 Normal Line / Prime	Revised Line / Prime	15.0 Normal Line / Spot	14.0 Normal Line / Spot	13.0 Normal Line / Spot	12.0.2 Closed Preempt	12.0.1 Closed Preempt	12.0 Normal Line / Spot	11.0 Normal Line / Spot	Line Type / Break Type (Ref #)
		11/04/12-11/04/12	11/05/12-11/05/12	10/30/12-11/02/12	11/05/12-11/05/12	11/05/12-11/05/12	11/05/12-11/05/12	10/30/12-11/02/12	11/05/12-11/05/12	11/02/12	11/01/12	10/30/12-11/02/12	11/05/12-11/05/12	Dates
		w	w	w	4	ندا	w	ω	w			ω	ω	Sec
Date:		:30	:30	:30	:30	:30	:30	:30	:30			:30	:30	Length
Accepted-Station:	CONFIRMATION CONTRA	:30 8A- 10A (EST)	:30 10:59P- CHANNEL 11 NEWS AT 11P	:30 10:59P- CHANNEL 11 NEWS AT 11P	:30 7:57P- The Voice 8-10P	:30 7:57P- The Voice 8-10F	:30 7:30P- WHEEL OF FORTUNE	:307:30P- WHEEL OF FORTUNE	:30 6:59P- Jeopardy			:30 6:59P- Jeopardy	:30 5:58P- Channel 11 News At 6pm M-F	Run Times
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H	JTR.	1	*****				7.10	-133	1	****		***		ភ
D	ACT		-	4			-	4	ш.	_		2		Spots
Date:		\$500.00	\$2,700.00	\$2,700.00	\$5,250.00		\$2,200.00	\$2,200.00	\$2,200.00			\$2,200.00	\$1,300.00	Rate
Comments:		\$500.00	\$2,700.00	\$10,800.00	\$5,250.00		\$2,200.00	\$8,800.00	\$2,200.00			\$4,400.00	\$1,300.00	Total
		\$500.00 Pittsburgh (WPXI)	\$2,700.00 Pittsburgh (WPXI)	\$10,800.00 Pittsburgh (WPXI)	\$5,250.00 Pittsburgh (WPXI)	Pittsburgh (WPXI)	\$2,200.00 Pittsburgh (WPXI)	\$8,800.00 Pittsburgh (WPXI)	\$2,200.00 Pittsburgh (WPXI)	Pittsburgh (WPXI)	Pittsburgh (WPXI)	\$4,400.00 Pittsburgh (WPXI)	\$1,300.00 Pittsburgh (WPXI)	Station
		SUN AM NEWS 8A-10A	11PM NEWS	11PM NEWS	THE VOICE	THE VOICE	WHEEL	WHEEL	JEOPARDY	Political/Exception	Political/Exception -	JEOPARDY	6PM NEWS	Comments
	_	10/29/12	10/29/12	10/29/12	10/30/12	10/29/12	10/29/12	10/29/12	10/29/12			10/29/12	10/29/12	Entered

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Agency Product Brand Schedule Dates

Advertiser

Contract #

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Phone/Fax

Sales Office Sales Office Buyer Name

Billing Type
Comments

Standard

BOB CASEY :30 WK 10/30
**** THIS IS A CASH IN ADVANCE SCHEDULE *****, .

Account Types

Telerep/Washington DC, Washington DC (1040) POL/R CASEY/D/SEN/PA (134170) Shorr & Associates (2909) Pol/R Casey/D/US Senate (16759) 10/30/12-11/06/12 D'ETTORRE, MICHAEL Political - Federal Candidate (1067) 339148 National/Political Telerep/Washington DC Package Deal Order Type Demo CO-OP Sales Tax **Net Total** Commission Last Modified Commission % Headline# **Entered By** Date Entered \$70,040.00 Yes Deb O'Keefe 10/29/12 \$12,360.00 15.00 Normal 10/31/12

Grand Total:	Pittsburgh (WPXI) By Broadcast Month Nov. 2012
ස	Spots 63
\$82,400.00	Rate \$82,400.00

ccepted	25.0	24.0	23.0	22.0	21.0	20.0	une
Accepted-Agency/Advertiser:	25.0 Normal Line / Spot	24.0 Normal Line / Spot	23.0 M/G For 7.0.2 / Spot	22.0 M/G For 12.0.1,12.0.2 / Spot	21.0 M/G For 7.0.1 / Spot	20.0 Normal Line / Spot	Line Type / Break Type (Ref #)
	11/02/12-11/02/12	11/02/12-11/02/12	11/02/12-11/02/12	11/02/12-11/02/12	10/30/12-10/30/12	11/05/12-11/05/12	Dates
	5	2	2	2	w	w	Sec
Data	:30	يز	:30	:	:30	<u>ن</u> يٰ	Length
CONFIRMATION CONTR	:30 4A- Early Today	:30 11:59A- Channel 11 News At Noon	:30 4P- Judge Judy 4p	:30 6:59P- Jeopardy	:30 4P- Channel 11 News 4-5P	:30 SP- 5:30P (EST)	Run Times
FIR							SPW Mo
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NO							Tu We Th
CC	1	-	1	1			7
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RAC	1	ı		1		ш	Spots
	\$25.00	\$750.00	\$825.00	\$3,350.00	\$550.00	\$1,100.00	Rate
Commander	\$25.00	\$750.00	\$825.00	\$3,350.00	\$550.00	\$1,100.00	Total
	\$25.00 Pittsburgh (WPXI)	\$750.00 Pittsburgh (WPXI)	\$825.00 Pittsburgh (WPXI)	\$3,350.00 Pittsburgh (WPXI)	\$550.00 Pittsburgh (WPXI)	\$1,100.00 Pittsburgh (WPXI)	Station
	Еану Тодау	Noon News	4P JUDGE JUDY	JEOPARDY	NEWS 4-5P/MKGD	5-530P NEWS	Comments
	10/31/12	10/31/12	10/31/12	10/31/12	10/29/12	10/29/12	Entered

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